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The invention relates to a plasma picture screen, in particular an AC plasma picture screen with a coplanar arrangement which has an enhanced luminance. A layer (8), which has a high reflection in the wave ength range of the plasma emission (145 to 200 nm) and a high transmission in the visible wavelength range, is provided on the front plate (1), which comprises a glass plate (3) on which a dielectric layer (4) and a protective layer (5) have been provided. Said layer (8) reflects UV light (12) emitted in the direction of the front plate (1) back towards the phosphors (10).

The optical properties of the UV light reflecting layer (8) are realized with inorganic particles with a particle diameter of between 200 nm and 500 nm and a layer thickness from 0.5 μ m to 5 μ m, or with agglomerates of inorganic particles with a particle diameter of between 10 nm and 200 nm and a layer thickness of 0.2 μ m to 10 μ m.

Fig. 1